

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

90. (Currently Amended) A process for assisting presentation of ~~a first sales pitches~~ appropriate for a particular telephone caller of a customer service call center, the process comprising:

receiving and handling at a customer service call center an incoming service call from a caller seeking assistance; and

leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

identifying a caller identity or a first caller attribute related to the caller,

storing in a first electronic database, prior to the receipt of the incoming service call from the caller, a sales pitch preference of the caller, as an additional attribute, comprising a preference of the caller not to receive any sales pitches ~~one or more undesired sales pitches~~,

searching the first electronic database to determine the additional attribute of the caller based on at least one of the caller identity or the first caller attribute,

omitting to search ~~searching~~ a second electronic database of potential sales pitches ~~for a to identify a first sales pitch that is not one of the one or more undesired sales pitches~~ based upon at least the additional attribute of the caller, and

routing the service call to a human operator ~~for presentation of the first sales pitch to the caller, and~~

~~assisting the human operator in presenting the first sales pitch to the caller.~~

91-93. (Cancelled)

94. (Previously presented) The process of claims 90 further comprising populating the first electronic database prior to the call with information indicative of the caller.

95. (Cancelled)

96. (Previously presented) The process of claim 94 further comprising populating the first electronic database with information indicative of responses made by the caller in response to past sales pitch presentations.

97. (Previously presented) The process of claim 94 further comprising populating at least one of the first or the second electronic database with information indicative of past misbehavior of the caller.

98-106. (Cancelled)

107. (Currently Amended) A system for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the system comprising:

an identification component configured to determine a caller identity related to a caller seeking assistance from a customer service call center;

a first electronic database configured to store as an attribute related to the caller and prior to the receipt of the incoming service call from the caller, a sales pitch preference of the caller comprising a preference of the caller not to receive any sales pitches~~one or more undesired sales pitches~~;

a search component configured to identify in the first electronic database the attribute related to the caller based on the caller identity and configured to omit searching a second electronic database of potential sales pitches for a sales pitch based on the attribute;

~~the a second electronic database configured to identify a first sales pitch that is not one of the one or more undesired sales pitches based on at least the attribute related to the caller and~~
a call router configured to route the service call to a human operator to assist the caller ~~and for presentation of the first sales pitch to the caller; and~~
~~a presentation component configured to assist the human operator to present the first sales pitch to the caller.~~

108-110. (Cancelled)

111. (Previously presented) The system of claim 107 wherein the first electronic database is configured further to store information indicative of past misbehavior of the caller.

112. (Currently Amended) The system of claim 107 wherein the first electronic database is configured further to store information indicative of a response by the caller to a past sales pitch~~the first sales pitch.~~

113-119. (Canceled)

120. (Currently Amended) A computer program stored on a computer readable medium for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the computer program comprising:

an identification code segment that causes the computer to determine a caller identity related to a caller seeking assistance from a customer service call center;

a first database code segment configured to store as an attribute related to the caller and prior to the receipt of the incoming service call from the caller, a sales pitch preference of the caller comprising a preference of the caller not to receive anyone or more undesired sales pitches;

a search code segment that causes the computer to identify the stored attribute related to the caller based on the caller identity and to omit searching a second electronic database of potential sales pitches for a sales pitch based on the attribute; and

~~a second database code segment that causes the computer to identify a first sales pitch that is not one of the one or more undesired sales pitches based on at least the attribute related to the caller;~~

a call routing code segment that causes the computer to route the service call to a human operator to assist the caller ~~and to present the first sales pitch to the caller; and~~

~~a presentation code segment that causes the computer to assist the human operator to present the first sales pitch to the caller.~~

121-123. (Cancelled)

124. (Previously presented) The computer program of claim 120 wherein the first database code segment further causes the computer to store information indicative of past misbehavior of the caller.

125. (Currently Amended) The computer program of claim 120 wherein the first database code segment further causes the computer to store information indicative of a response by the caller to a past~~the first~~ sales pitch.

126-132. (Canceled)

133. (Previously presented) A process for assisting presentation of a first sales pitch appropriate for a particular telephone caller of a customer service call center, the process comprising:

receiving and handling at a customer service call center an incoming service call from a caller seeking assistance; and

leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

- identifying a caller identity or a first caller attribute related to the caller,
- storing in a first electronic database, prior to the receipt of the incoming service call from the caller, information indicative of past misbehavior of the caller,
- searching the first electronic database to identify the information indicative of past misbehavior based on at least one of the caller identity or the first caller attribute,
- omitting to search the second electronic database for a potential sales pitch based on the identified information indicative of past misbehavior,
- routing the service call to a human operator based on the identified information indicative of past misbehavior, and
- assisting the human operator to take the service call based on the identified information indicative of past misbehavior.

134. (Previously presented) A system for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the system comprising:

- an identification component configured to determine a caller identity related to a caller seeking assistance from a customer service call center;
- a first electronic database configured to store, prior to receipt of the incoming service call from the caller, information indicative of past misbehavior of the caller;
- a search component configured to identify in the first electronic database the information indicative of past misbehavior based on the caller identity;
- a call router configured to bypass a sales pitch selection process and to route the service call to a human operator based on the identified information indicative of past misbehavior; and
- a presentation component configured to assist the human operator to take the service call based on the identified information indicative of past misbehavior.

135. (Previously presented) A computer program stored on a computer readable medium for leveraging an incoming service call for assistance as a conduit to assist a human operator to solicit the caller to purchase a merchandise or service, the computer program comprising:

- an identification code segment that causes the computer to determine a caller identity related to a caller seeking assistance from a customer service call center;

- a first database code segment configured to store, prior to receipt of the incoming service call from the caller, information indicative of past misbehavior of the caller;

- a search code segment that causes the computer to identify the information indicative of past misbehavior based on the caller identity;

- a second database code segment configured to cause the computer to identify a first sales pitch for the caller;

- a call routing code segment that causes the computer to bypass the second database code segment and to route the service call to a human operator based on the identified information indicative of past misbehavior; and

- a presentation code segment that causes the computer to assist the human operator to present the service call based on the identified information indicative of past misbehavior.

136. (New) A process for assisting presentation of a first sales pitch appropriate for a particular telephone caller of a customer service call center, the process comprising:

- receiving and handling, at a customer service call center, an incoming service call from a caller seeking assistance; and

- leveraging the incoming service call for assistance as a conduit for soliciting the caller to purchase merchandise or services, the leveraging including:

 - identifying a caller identity or a first caller attribute related to the caller,

 - storing a sales pitch preference in a first electronic database to be used as an additional attribute of the caller, the sales pitch preference comprising a preference of the caller

not to receive a sales pitch related to a first service or product and not to receive any sales pitches related to a provider of the first service or product,

searching the first electronic database to determine the additional attribute of the caller based on at least one of the caller identity and the first caller attribute,

searching, based upon at least the additional attribute of the caller, a second electronic database of potential sales pitches to identify a first sales pitch that is not related to the first service or product and is not related to the provider of the first service or product,

routing the service call to a human operator for presentation of the first sales pitch to the caller, and

assisting the human operator in presenting the first sales pitch to the caller.

137. (New) The process of claim 136 wherein the sales pitch preference of the caller further comprises a preference to receive a certain type of sales pitch.

138. (New) The process of claims 136 further comprising populating the first electronic database prior to the call with information indicative of the caller.

139. (New) The process of claim 138 further comprising populating the first electronic database with information indicative of a response by the caller to the first sales pitch.

140. (New) The process of claim 138 further comprising populating the first electronic database with information indicative of responses made by the caller in response to past sales pitch presentations.

141. (New) The process of claim 138 further comprising populating at least one of the first or the second electronic database with information indicative of past misbehavior of the caller.

142. (New) The process of claim 136 further comprising searching the second electronic database for a second sales pitch for the caller immediately after the caller provides the response to the first sales pitch, wherein the first electronic database is populated with information indicative of a response by the caller to the first sales pitch prior to searching the database for the second sales pitch.

143. (New) The process of claim 136 wherein assisting the human operator in presenting the first sales pitch comprises displaying at least a portion of the selected first sales pitch on a display of the human operator.

144. (New) The process of claim 136 wherein the first sales pitch is identified within the second database only when at least the additional attribute of the caller indicates that the caller satisfies a predetermined criterion.

145. (New) The process of claim 136 wherein the first caller attribute indicates a geographic residence of the caller, and identifying the first sales pitch includes making unavailable for selection one or more sales pitches of the second electronic database based upon the geographic residence of the caller.

146. (New) The process of claim 136 wherein the additional attribute of the caller includes a credit status for the caller, and identifying the first sales pitch includes selecting the first sales pitch for the caller only when the credit status of the caller is satisfactory.

147. (New) The process of claim 136 further comprising transferring the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch if the caller has expressed interest in the first sales pitch.

148. (New) The process of claim 136 further comprising communicating information related to the caller to the commercial partner substantially in real time.

149. (New) The process of claim 148 wherein the information comprises information related to the first sales pitch presented to the caller.

150. (New) The process of claim 136, further comprising:
transferring the caller to a commercial partner that provides a product or service that corresponds to the selected first sales pitch, wherein the commercial partner provides a second sales pitch to the caller;
receiving feedback information from the commercial partner regarding a response by the caller to the second sales pitch; and
populating the first electronic database with information indicative of the response by the caller to the second sales pitch.